

Support

Good Leads vs Bad Leads & How To Tell The Difference

by J O E Y on JB UR NI D G 1 E 7 S , 2 0 1 0

One of the most popular questions that agents ask me when I am conducting training as part of the [1 hour agent training program](#) that I get is “how to I get more good leads?”.

This question always comes from an agent who believes that the only reason that they haven’t made it to this point is that they don’t have “good leads”. Before I get into the formula for how to tell the good leads from the bad ones is a true take of two agents.

Agent 1

- Received 605 leads
- Closes 4 sales

Agent 2

- Received 225 leads
- Closed 25 closed sales

So did agent 1 get the “good leads”?

In fact these two agents were on the same team and they received leads from the same source. The issue came down to two key principles that many agents overlook that I would invite you to consider:

- Judging leads.** In the above example agent 1 judged every lead depending on what the prospect filled out. He judged a lead were a prospect said they were looking for \$200K as better than ones that said they were looking at \$100K. Don’t judge lead become process oriented and follow the same process every time.
- Not interviewing leads.** Agent 1 provided information to each lead and failed to ask them questions. In other words he failed to find out anything about them. He was real estate 411.

In order to get to the good leads among all of the leads that you receive a process needs to be followed 100% of the time to get the most out of every lead.

Formula For Finding Out Which Leads Are Good and Which Ones Are Bad

My brother and I often answer agents that the good leads are the ones that I have a closed commission check for and while this might be true

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130 Characters of Magic

Direct Response Marketing vs Branding

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that have a closed commission structure and while the agents are there is a formula to follow to become like agent #2 and avoid the disaster of agent #1.

1. **Understanding The Success Numbers.** [85% of leads](#) aren't just a waste of time they are a total and complete waste of time. Your goal is to find the top 15% of leads that are worth your time, energy, and effort. The only way to do that is point #2.
2. **Ask Only Questions.** When you ask the right questions you will find out who is serious and who is going to waste your time and all before you put lots of time and effort into working with them.

The two principles above leads to the formula we have developed over the years for finding as many "good" leads as possible:

100% of Leads X Ask Questions = Top 15%

This formula will deliver you the top leads that are available to you regardless of lead source. I look forward to hearing how you find the good leads.

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130 Characters of Magic

by J O E Y on JB UR NI D G 1 E 4 S , 2 0 1 0

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Real Estate Pay Per Click Ad

Who doesn't like magic? You always want to know how they did it yet the magician keeps his secret unless you watch the TV show where the one "rogue" magician reveals how the top tricks are done.

Let's talk about a magic trick that you can use to generate real estate leads by tomorrow for your real estate business.

Specifically let's look at how you can use 130 characters in a Google Adwords Ad to your advantage.

130 Characters To Generate a Real Estate Lead For Your Business

While [Twitter](#) gets tons of press with it's 140 characters of communication you can use the power of Google and their powerful advertising of Google Adwords to take advantage of the [14.2 billion searches](#) that happen on a monthly basis.

The ad at the top is a Google ad that we put to work for one of our clients and let's look at the breakdown of room that you have in an ad and how you can use it to your advantage:

- **Headline is 25 characters.** This is the first line of the ad. You have 25 total characters including spaces. This is the single most





important part of your ad. Fail to capture the attention of your prospect in the first line and you lose their attention and the chance to turn them into a customer.

- **Line 1 is 35 characters.** What benefit do you have for the client? Think of them and not you and what specifically you can do for them that will help them.
- **Line 2 is 35 characters.** Describe a feature of your service that they would like to have and put it in this line. Make it as clear as you can and avoid using terminology that only you may understand. For example not every seller knows what CMA stands for so I would recommend avoiding it in your ads.
- **Web Address is line 3 and is 35 characters.** This is your last chance to grab the attention of your future client. The right web address can increase the performance of an add by over 33%.

Putting the power of Google Adwords and the magic of the right words in your ads can increase your real estate business overnight.

When you would like more information on how to get your unfair share of 14.2 billion monthly searches working for you and have [real estate leads](#) daily in your business we would like to invite you to visit our [Guaranteed Website Program](#).

 Like  2 people like this.

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Direct Response Marketing vs Branding

J U N E 8 , 2 0 1 0

Direct response marketing can make you a millionaire real estate agent while branding can lead you to bankruptcy. This may sound harsh however many agents have tried to brand themselves only to find out they didn't have the budget to make it happen.

Before I get into some of the differences let me say that branding [...]

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Sales Scripts That Get Customers To See "How" They Can Use Your Product or Service

J U N E 7 , 2 0 1 0

Whether you are selling on the phone or hustling from door to door, it can be a grind to consistently meet with new prospects. Rejection seems to face you at every corner and prospects seem to have their own scripts memorized to avoid investing in anything.

Your company may be trying to help you by giving [...]

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How To Have Leads Every Day ...Guaranteed

J U N E 3 , 2 0 1 0

On Google there are millions of searches being performed on a daily basis. When you look at how many people search on Google in a given month the number is in the billions. The only question is whether you are getting your share of the real estate business from Google. When done correctly you can take [...]

Why 99% of Agents Fail At Blogging

M A Y 3 0 , 2 0 1 0

Blogging has been and will be around for quite some time. What my brother and I always look at is how can you make it a system that is scalable, repeatable, and can be done even when you are sick.

Even the most successful "bloggers" don't generate the kind of closed sales that agents who run [...]

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Are You Taking Time To Rest

M A Y 2 4 , 2 0 1 0

Real estate is a business that can keep you going 7 days a week and feel like you never have a chance to recharge your batteries. When agents ask me about how I did 300 deals a year for over 7 years and what my schedule was like they are shocked to discover that my schedule [...]

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How Much Time Are You Spending Polishing The T%\$#?

M A Y 2 1 , 2 0 1 0

As you watch the video I invite you to consider what you might be spending too much time on. Far too often business owners, real estate agents, and sales professionals continually work on projects and never seem to get them done! The excuses range from "it's just not ready" to "just 1 more revision". When this [...]

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What Aspect Of Your Business Are You An Expert In?

M A Y 1 9 , 2 0 1 0

Some people spend their entire careers being a "jack of all trades". They are good at just about everything, but NEVER are great at one thing. This tends to keep them in survival mode constantly. They don't hit rock bottom but they always wonder why they can't hit the highest levels of success. Getting to the [...]

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Are You Motivated To Get To The Next Level?

M A Y 1 7 , 2 0 1 0

When working with new clients one of the hardest issues to solve is motivation if someone doesn't have a big enough reason for success. For example if someone says "I want to make \$100K in real estate" and I ask them what happens if the don't make 100K and they answer "No big deal my [...]

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